



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Mexico

Promotion Opportunities

Annual

2002

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Report Highlights:

Mexico remains one of the fastest growing markets for US agricultural products; \$7.8 billion of US agricultural fish and forestry products were sold in Mexico in 2001. The following provides information on trade shows and other events where exporters can showcase their products.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Mexico ATO [MX2], MX

NOTE: The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

Section I. Trade Shows

EXPO CAN MONTERREY

When: November 1-10, 2002, November 2003

Where: CINTERMEX, Monterrey, N.L.

Organizer: Federacion Canofila Mexicana, A.C.

Tel: (011-5255) 5513-0455; **Fax:** (011-5255) 5655-7362

Show Type: Dog's exhibition. All races, pet food and accessories.

AMERICAS FOOD & BEVERAGE SHOW

When: December 4-5, 2002

Where: Miami Beach Convention Center, Miami, Fl.

Contact: Contact: Pia Cortes, U.S. Agricultural Trade Office Mexico City

Tel: (011-5255) 5281-6586; **Fax:** (011-5255) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Largest food & beverage exhibition for North, South, Central America & Caribbean area. This is the fourth consecutive year that the ATO will recruit a team of Mexican buyers to visit the show.

EXPO AGRO 2003

When: January 23-26, 2003

Where: Campo Experimental, Culiacan, Sinaloa

Organizer: Patronato CAADES para la Investigacion y Transferencia de Tecnologia, A.C.

Contact: Lic. Cosme Cota Mendia

Tel: (011-667) 712-0900; (011-667) 713-6551; **E-mail:** expoagro.org.mx

Show Type: Largest agricultural products exhibition, including irrigation equipment and agricultural machinery in general.

EXPO GOLOSINAS 2003

When: February 12-14, 2003

Where: Poliforum Leon, Congresos y Exposiciones. Leon, Guanajuato, Mexico

Organizer: Grupo Gefecc S.A. de C.V.

Tel: (011-5255) 5574-5696; **Tel/Fax:** (011-5255) 5564-0329, (011-5255) 5264-7068;

E-mail: gefemani@iwm.com.mx

Show Type: International Candy Show for Confectioners and Suppliers

EXPO LOGISTICA NORTE

When: February 26-28, 2003

Where: Monterrey, Mexico

Organizer: Comunicacion Integral Coin

Tel: (011-5255) 5557-7734; **Fax:** (011-5255) 5557-9033;
Email: expocoin@mail.internet.com.mx
Show Type: Trade show for logistic services for agricultural products.

EXPO CARNES 2003

When: March 6-8, 2003
Where: Cintermex Exposition Center, Monterrey Mexico
Organizer: APEX (Asociacion Promotora de Exposiciones, A.C.)
Contact: Lic. Lysset Sierra Ramos
Tel: (011-5281) 8369-6660 (011-5281) 8369-6664; **Fax:** (011-5281) 8369-6732;
Email: anyapex@cintermex.com.mx
Show Type: Mexico's largest trade show for the meat industry, and participants include suppliers, importers/distributors, retail and food service representatives, processors, and equipment manufacturers.

ANTAD 2003

When: March 15-17, 2003, March 2004
Where: Expo Guadalajara Convention Center, Guadalajara, Mexico
Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093; **Email:** atomexico@fas.usda.gov
Show Type: Mexico's largest retail and supermarket show. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

ALIMENTARIA MEXICO

When: June 3-6, 2003
Where: Expo Santa Fe, Mexico City
Organizer: E.J. KRAUSE de Mexico, SA de CV
Contact: Rebeca Vargas Garcia
Tel: (011-5255) 5669-3421 / ext.160; **Fax:** (011-5255) 5523-8276;
E-mail: www.alimentaria-mexico.com
Show Type: Trade show for processed foods.

EXPHOTEL 2003

When: June 11-13, 2003
Where: Convention Center, Cancun, Mexico
Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093; **Email:** atomexico@fas.usda.gov
Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Caribbean region. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

EXPO LACTEOS 2003 - DAIRY SHOW

When: June 11-13, 2003
Where: Expo Guadalajara Convention Center, Guadalajara, Mexico
Type: Candy, Confectionary

Organizer: Grupo Gefecc S.A. de C.V.

Tel: (011-5255) 5574-5696; **Tel/Fax:** (011-5255) 5564-0329, (011-5255) 5264-7068;

E-mail: gefemani@iwm.com.mx

Show Type: Dairy products exposition.

EXPO ABASTO/CONACCA

When: July 2003 (**Dates to be determined**)

Where: Chihuahua

Organizer: Mexican National Confederation of Trader Groups for Wholesale Markets

Tel: (011-5255) 5264-2590 (011-5255) 5564-3702; **Fax:** (011-5255) 5264-2622

Show Type: Mexico's largest annual fresh produce show.

CONFITEXPO 2003

When: July 29-August 1, 2003

Where: Expo Guadalajara Convention Center, Guadalajara, Mexico

Show Type: International Candy Trade Show, Candy Confectioners and Suppliers

Organizer: Grupo Gefecc S.A. de C.V.

Tel: (011-5255) 5574-5696; **Tel/Fax:** (011-5255) 5564-0329, (011-5255) 5264-7068;

E-mail: gefemani@iwm.com.mx

EXPOCIHAC

When: October 16-27, 2003

Where: World Trade Center and Exibimex Convention Center, Mexico City

Organizers: Centro Impulsor de la Construcción y la Habitación, A.C.

Contact: Philippe Mercado, Director, American Plywood Association-Mexico

Tel: (011-5255) 5281-6087; **Fax:** (011-5255) 5281-6089;

Email: philippe.mercado@apawood.org

Show Type: A construction industry and input show.

ABASTUR 2003

When: October 1-3, 2003, October 2004

Where: World Trade Center, Mexico City, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO), Mexico City

Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan area. This is the third year that the ATO is organizing a US Pavilion within the show.

Section II. Retail In-Store Promotions

SUPERMARKET PROMOTION

When: 2003 (**Dates to be determined**)

Where: Approximately 160 Wal-Mart Supermarkets in Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO), Mexico City

Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093; **Email:** atomexico@fas.usda.gov

Promotion Type: In-store Promotion

NORTHERN REGION-WIDE INSTORE PROMOTION

Where: Major Supermarket Chain in Northern Mexico **(Dates to be determined)**

Contact: Jeanne Bailey/Eduardo Lozano, ATO Monterrey

Organizer: ATO Monterrey and ATO Mexico City

Tel: (011-5281) 8333-5289; **Fax:** (011-5281) 8333-1248; **Email:** edflc@yahoo.com.mx

Promotion Type: In-store promotion in all outlets of a large retail supermarket chain in Northern Mexico

Section III. Hotel, Restaurant, Institutional (HRI) Promotions

RESTAURANT PROMOTION

When: Fall 2003 **(Dates to be determined)**

Where: Nationwide restaurant promotion

Contact: Lourdes Guzman, U.S. Agricultural Trade Office, Mexico City

Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093; **Email:** atomexico@fas.usda.gov

Promotion Type: Food Festival.